

EXHIBIT 95
REDACTED

Message

From: [REDACTED]
Sent: 9/7/2019 12:47:08 AM
To: [REDACTED]
Subject: UPCOMING LAUNCH - Please review: [Launch 304002] Bid Data Transfer file changes for 1st Price Auction

REMINDER - This launch will go live on 2019-09-10.

Please review this launch.

Your role as [REDACTED] Eng approver

Link: [REDACTED]

Launch information:

Launch ID [REDACTED]
Name **Bid Data Transfer file changes for 1st Price Auction**
Calendars Ads & Comm (Display): Display Ads - Publisher Platform - DRX
Launch Date **2019-09-10**
Status **Current**
Description With the launch of the 1st price auction in Ad Manager, we will be making the Bids DT file generally available. At the same time, we need to make changes to the Bid DT file to comply with our contract with [REDACTED], as well as [REDACTED]
[REDACTED]
[REDACTED]

Our contract with [REDACTED] disallows [REDACTED] user-identifiable information. Our DFP DataTransfer product includes a Bids file that can intentionally be joined with the other DT files, and [REDACTED]
[REDACTED].
[REDACTED]
[REDACTED]

Creator [REDACTED]

Approvers:

Ads & Comm (Display): Display Ads - Publisher Platform - DRX	Status	Owners
PA Lead	Pending Review	[REDACTED]
Eng	Pending Review	[REDACTED]
Legal	Pending Review	[REDACTED]
Logs	FYI	[REDACTED]

Privacy	Approved	[REDACTED]
Latency	FYI	[REDACTED]
UI	FYI	[REDACTED]
Security	Approved	[REDACTED]
Policy Team	FYI	[REDACTED]
Resources	FYI	[REDACTED]

Launch Attributes:

Global attributes

PRD	[REDACTED]
Privacy Design Document	[REDACTED]
Privacy Trivial Launch	No
Privacy Trivial Justification	[REDACTED]
Privacy Master Tracking Bug	[REDACTED]

Display Ads - Publisher Platform - DRX attributes

PM	[REDACTED]
TL	[REDACTED]
UI mockups	[REDACTED]
Privacy Diagnostic	[REDACTED]
Impact	Minor
Launch Stage	Full Launch
L-Team	No
Display Privacy Review required?	Yes
Number of marketing promotions	[REDACTED]
Patent review	false
Comms Docs	[REDACTED]
Product Group	DFP Premium
User Controls Certification (go/uc-cert)	I certify

Betabot link

Help center article

Resources Request Link

N/A

Impacts Apps Network Inventory

Logs attributes

Logs Ticket Link

Latency attributes

Latency data

Recipients: [REDACTED]

[REDACTED]